



# NEWS RELEASE

**FOR IMMEDIATE RELEASE: MAY 12, 2006**

**CONTACT:**

Russ Heimerich (916) 574-8171

Miles Bristow (916) 574-8165

---

## **California's First Senior Protection Summit Brings Together Service Providers Preparing for Demands of Aging Population**

*Representatives from State, Federal and Local Government, Community Organizations Explore Strategies for Assisting "Age Wave" of Retiring "Baby Boomers"*

SACRAMENTO -- Anticipating the demands of an aging "Baby Boom" generation, providers of consumer-protection services for seniors gathered today for the Department of Consumer Affairs' first "Senior Summit 2006: Protecting and Serving California's Aging Population."



"We need to ensure the state's aging population continues to receive the consumer-protection services they need, while looking for ways to make the delivery systems efficient and responsive," said Charlene Zettel, Director of the California Department of Consumer Affairs. "Scam artists may target seniors, believing they have more money and are vulnerable. We can protect our seniors if we work together."

At the summit, staff from local, state and federal agencies, and representatives from community-based organizations and other service providers, gathered to discuss the challenges and opportunities of effectively protecting and serving senior Californians, today and in the years ahead.

The summit, sponsored by the community based consumer-protection group Consumer Action, featured panel presentations and interactive workshops on a variety of senior consumer issues. Morning presentations highlighted state and local approaches to protecting seniors. Afternoon sessions covered a wide variety of topics, including privacy protection and identity theft prevention for seniors, health insurance (including Medicare Part D), elder financial abuse, conservatorships, real estate scams, law enforcement efforts, consumer protection, and many other issues.

For more information on the Senior Summit, visit the summit Web site at [www.seniorsummit.ca.gov](http://www.seniorsummit.ca.gov). The site also showcases the Department of Consumer Affairs' ongoing effort to protect California seniors, including providing senior-oriented resources from the department and its many boards and bureaus. Through the site, California seniors can also contact the department's consumer-assistance staff members who specialize in senior issues.

###